



**GLOBAL TOP**  
**TRAINING 30** 2025  
CUSTOMER EXPERIENCE

**BP GROUP**  
PROCESS & CUSTOMER EXPERIENCE

ACCREDITED CUSTOMER  
EXPERIENCE MASTER®  
(ACXM®) PROSPECTUS





**Thank you for your time and effort. It was one of the most valuable sessions I have ever attended.**

**Baset Abdulwahed,  
Manager - UI/UX  
TAM Group**



## WELCOME

BP Group is an energized, cohesive community of ambitious business people. The Group's presence in the transformation landscape positions it at the cutting edge of innovation and change, steps away from the latest trends and key business and dynamic markets.

At BP Group, we value diversity and inclusivity. We have a strong track record of professional excellence and welcome candidates from all backgrounds who are driven to achieve their career and personal goals in the business world.

BP Group prides itself on open communication and team spirit. In fact, its alums frequently boast about it being one of the most amiable business groups.

The Group provides the space for everyone to succeed. It is committed to delivering first-rate mentoring, state-of-the-art thinking and practice for research and development, IT services, with strong coaching and mentorship support.

BP Group is not only a business community; it's a place where the experts get their hands dirty, are comfortable on the corporate ladder, and engage deeply in the business offerings. It's a network where one goes to support one another and build professional friendships for life.





# COACHING & MENTORING

Launched in London in 2015—  
Now licensed in 140+ countries  
with more than 145,000+  
people qualified in the  
CEMMethod®

Designed for people who  
need to understand  
customer centricity  
practically, harness the  
power of CX, organize  
around customer-centric  
principles, and become  
guides and Mentors for their  
organisations.

**Delivered by**  
[www.bpgroup.org](http://www.bpgroup.org) (est. 1992)  
and 40+ global partners.  
There are four proficiency  
levels, each building on the  
other.

Ultimately, organisations  
should have ACX Mentors  
who can be licensed to  
Upskill their companies and  
partners.

**Underpinned by the  
CEMMethod®** - initially  
developed in 2002-5 (with  
companies like Virgin,  
Google and Amazon) and  
now in version 16, the  
program is based on the  
codified Next practices of  
the world's leading  
exponents of Customer  
Centricity.



**Offered as an Open & In-house program** – the latter can be customised for specific companies and businesses. Accreditation follows the completion of exercises and Assignments based on the participant's actual work.

Every year, businesses that create a great Customer Experience (CX) outperform those with low-quality CX in revenue, costs and service.

BP Group and its affiliates offer Accredited CX courses to help you and your team lead initiatives that improve CX for your brand.

This will help you attract more customers, satisfy them, and motivate your employees.

CX is a Team sport  
Accredited CX courses are an effective and efficient way to help your staff comprehend essential ideas and work more unifiedly. CX certification courses allow you to:

Harmonize your team with a mutual language, toolbox, and system of functioning to support implementation.

Understand fundamental concepts from BP Group & Affiliates research to progress your objectives.

Execute BP Group's Customer Experience Management methodology (CEMMethod®) through hands-on activities with valuable resources.

**CEMMethod®**







## A UNIQUE APPROACH

### Online or In the room

BP Group has been involved in customer experience for over thirty years and uses this extensive experience to identify the critical abilities that distinguish standout industry leaders.

### Microlearning

You can rapidly absorb the lessons and use them in your daily practices through a distinct microlearning approach that breaks down detailed material into short segments. This certification process is designed to fit your needs, whether you prefer to learn online at your own pace, interact with others online, or participate in a traditional classroom environment.

This flexibility lets you control your learning journey, making it easy to incorporate into your timetable and targets.



### What to Expect

BPG and affiliate Coaches organize and teach the courses, utilizing short-form videos in class to supplement the hands-on learning by-doing format. Subsequently, participants stay involved through podcasts, webinars, and quick case studies. This combination of active media and hands-on activities provides a fun and successful learning opportunity.

The content is structured to serve the needs of executives, veterans, and novice participants, with global groups that unite individuals from multiple areas and sectors.

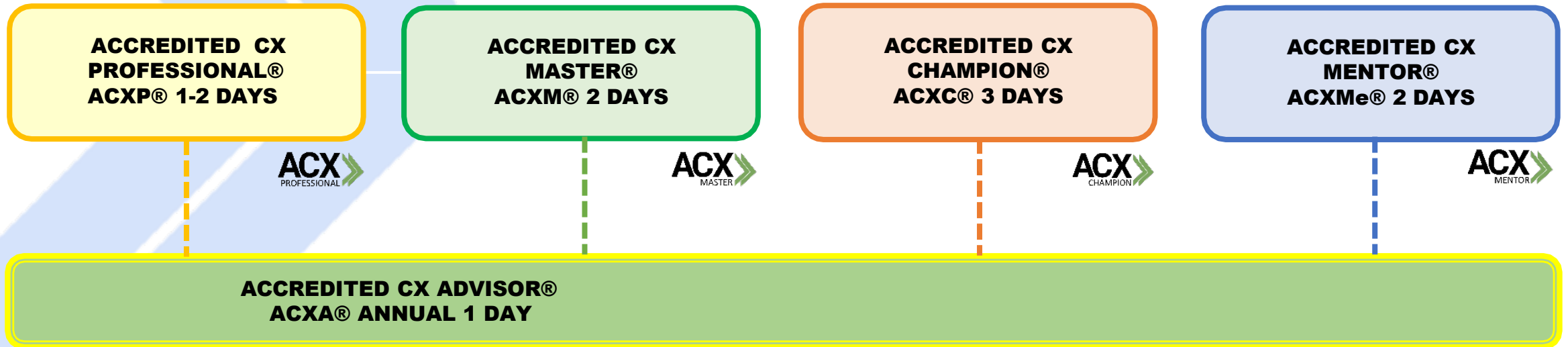
### What will you gain from the course?

This course is styled in the form of a workshop. It is designed for those seeking advanced professional skills in Customer Experience transformation, CX alignment, CX Transformation, Outside-In methods and CX innovation. Uncover CX and Process opportunities in just hours.

By enrolling in this course, you can expect to increase your efficiency by 30-60% within 30 days, leading to an immediate and substantial return on your investment. This rapid achievement of your goals will boost your confidence and empower you to set and achieve even bigger goals.

## BP GROUP & PARTNER ACX OFFERINGS

*“If you're already a certified Customer Experience Professional (ACX Professionals & Masters, CCXPs), ACXA® is not just an option; it's a necessity. It acknowledges your continuous growth in understanding, applying, and mastering the latest methods from leading customer-centric companies like Zappos, Virgin, Lego, Kroo, Progressive and Southwest Airlines.”*







# ACX MASTER® COURSE AGENDA

## 1-2: Overview of the ACX Programme

Background and discussion of the Accredited Customer Experience program, its usefulness for individuals and corporations, the underpinning framework, and deployment methods.

## 3. Customer Categorization - CCAT (Exercise 1)

It is understanding the different types of customers and establishing a structure to categorise and prioritise them.

The objective is to enable the corporation to align strategically and operationally to 'real' customer needs.

The need to understand the customer cannot be understated – without this, everything may be built on sand.

## 4. Outside-In Strategic Matrix - OISM (Exercise 2)

"The Customer Experience is the process" (Steve Jobs) was an early clarion call for organisations to shift their focus towards customer-centricity. The model to achieve this evolution is now codified and includes the OISM, which frames the current (process) state against the future (customer experience).

## 5. Successful Customer Outcome Canvas - SCOC (Exercise 3)

Building a clear picture of the customer needs to be measured and aimed at the triple crown (simultaneously lower costs, higher revenues, and improved service) is the objective of the canvas. The SCOC helps to reveal customer needs even when they don't know them!

## 6. CX/Process Diagnostics Part 1

It is a logical step to identify the causes of work and then fix them. Customer Interactions, in their entirety, are the fundamental cause of work. Where did they come from, and which organisations utilised their power? How can we use them to redefine everything?

## 7. CX Innovation - Transforming CX and Winning the Triple Crown (Exercise 4)

Innovation from the Outside-In produces incredible results. You will learn an approach that simultaneously develops double-digit Cost Reductions, Service Improvements, and Revenue growth. Through a structured technique, the hidden gems of the customer experience emerge and can be balanced in either current or future states.

## 8. The Disruption Factor (Exercise 5)

Measuring and justifying the size of improvement is critical to gaining support for improving customer experiences. The Disruption Factor applies a formula based on the causes of work to demonstrate the percentage of improvement that can directly correlate with growing revenues, reducing costs, and enhancing service.



# ACXM COURSE AGENDA



## 9. CX/Process Diagnostics Part 2

The Customer Experience goes way beyond the perceptions and feelings of customers. To consistently deliver Successful Customer Outcomes, customer interactions must be connected to the people, processes and systems in the organisation. What are those connections, and what is their relationship to each other?

## 10: CX Lifecycle - The ABACUS Framework (Exercise 6)

Systematically restructuring the Customer. Experience in delivering Triple Crown benefits (without exception) produces remarkable results. The mechanism, including the Customer Experience Lifecycle Management (CXLM), is part of that means to the end.

## 11. Connecting the Dots - The Customer Performance Landscape (Exercise 7)

Phrases like Disney's "True North" talk about the connection of everything the enterprise (and its partners) goes through to a successful customer outcome. This can be articulated with the Customer Performance Landscape (CPL), showing business outcomes, customer outcomes, outputs, activities, interactions (external and Internal) with supporting rules, and digitisation. The exercise develops this model that provides a line of sight for everyone in the organisation to both the strategic objectives and daily operational activities that deliver them.

## 12: CX Launch Pad - Where to Start - North Star Alignment (exercise 8)

Aligning yourself and the organisation to the North Star. Nine fundamental questions will guide your thinking and practice at a day-to-day level to ensure your contribution is noticed and welcomed and the organisation systematically matures its Customer Experience Management approaches operationally and strategically.

## 13: CX Dashboard - Connecting the Dots - from the front line to the board room (exercise 9)

The customer-centric enterprise requires a measurement system that transcends old-style key performance indicators that tend to measure what is being done rather than emphasize the results and business outcomes that need delivery. The CX Dashboard operates from an individual level to the 'corporate view', capturing 100% of all real-time activity. Rather like flying a plane, the information presented in real-time allows immediate course correction for the complete enterprise.

## 14: Developing tomorrow's enterprise - Teams & Structures (exercise 10)

Outside-In enterprises create team structures and skill sets aligned with successful customer outcomes. Gone are the rigid industrial age pyramids to be replaced by agile, innovative teams operating across the entire customer lifecycle. What structures are proven? The key to success is knowing how to quickly and seamlessly migrate from the silo-thinking functional specialisms to a new operating model that may be unique to your industry.

## 15: CX Launchpad – The CEMMethod and Customer Experience Management Office (CXMO)

Establishing a CX Academy enables the continued development, coordination, and execution of Customer Experience Management thinking and practice on an Enterprise-wide scale.

## 16: Wrap-Up and Conclusion

The qualified ACX Master will be able to

- Identify the specific customer categories and align your services, products, processes and experiences to deliver successful customer outcomes without exception
- Make sure your company and everyone representing you understands and can articulate the transformation approach
- Enable the company to win the triple crown consistently
- Structure the organisation to facilitate the experiences and processes you wish to offer customers
- Offload customers (as a priority) who may not share your values - if they cannot be migrated to your services and products profitably





# BPG Co-Founder & Chief Coach

Steve Towers



The BPG lead coach, Steve Towers, is an experienced business transformation leader with 40+ years of success in driving and achieving organizational goals in private and public sectors in various key 'C' leadership and top-level consulting positions.

He is recognised across several disciplines, including Business Process Management, Enterprise Architecture, Customer Experience, Objectives and key Results, and Lean Six Sigma.

An inspirational speaker with several Number One Best-selling books.

Steve previously worked for Citibank, leading restructuring and business transformation programs in the US, EMEA, and APAC.

Review Steve's profile: <https://linktr.ee/stevetowers>



# Licensed Users of the CEMMethod® include:



I have to say, every day since I left Denver, I have been able to apply some bit of learning that I got during the ACXM event into not only my job, but my personal life as well. Thank you so much for everything that you've done to advance the field of customer experience!

**Brett Gill, Regional Sales Manager, Morrison Container Solutions, United States**



THANK YOU so much for a really wonderful learning experience. This course provided a terrific holistic framework for how I can more richly think about MOTs. It's a terrific program that I'd recommend and encourage others to strongly consider!  
**Jim Lecinski, Professor of Marketing, Kellogg School of Management, USA (former SVP at Google, where he invented the ZMOT and Micro-MOTs)**

An excellent course enabling the engineering of a great customer experience!  
**Gavin Smith, Continuous Improvement Lead, Industrial Development Corporation, South Africa**







BP Group  
139 Redbank Road Bispham  
Blackpool FY2 9HZ  
United Kingdom  
T: +44 7429 518277

Email: [enquiry@bpgroup.org](mailto:enquiry@bpgroup.org)  
[www.bpgroup.org](http://www.bpgroup.org)